

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

NRHM – strengthening Mother and Child Health Services – Information, Education and Communication – Teleserial titled “Idey Mana Jeevitha Lakshyam” on DD Saptagiri 131<sup>st</sup> episode to 260<sup>th</sup> episode – Sanction of Rs.7,16,950/- @5,515/- per episode – Orders – Issued.

-----

HEALTH MEDICAL & FAMILY WELFARE (D1) DEPARTMENT

G.O.Rt.No.1728

Dated:24.12.2010

Read the following :-

Programme Communication Officer, UNICEF Office for the States  
of Andhra Pradesh and Karnataka, Letter No.GC/10/201/715,  
dt.1.11.2010

O R D E R :

In the letter read above, the Programme Communication Officer, UNICEF Office, Hyderabad has informed that the UNICEF in collaboration with Government of Andhra Pradesh has an agreement with Doordarshan Kendra, Hyderabad to telecast the serial, “Idey Mana Jeevitha Lakshyam”, which has been scripted and filmed to educate field functionaries of the health department on mother and Child health matters, Doordarshan Saptagiri has been telecasting the serial in its 2000 – 2030 hours slot from Monday to Friday since May 2010 and completed the telecast of 130<sup>th</sup> episode of the serial in November 2010. He has further informed that the dubbing of 131<sup>st</sup> to 260<sup>th</sup> episode of the teleserial has already started and requested to sponsor the telecast fee for the episodes 131<sup>st</sup> to 260<sup>th</sup> @ Rs.5,515 per episode. The UNICEF will continue providing the Beta tapes and the script to Doordarshan Kendra and carryout promotional and pre-publicity events, especially in tribal areas and amongst the socially excluded groups in selected districts etc., apart from ASHAs, ANMs etc.,

2. The Government has carefully considered the matter and hereby accord administrative sanction of an amount of Rs.7,16,950 (Rupees seven lakhs sixteen thousand nine hundred and fifty only ) @ Rs.5,515/- per episode to UNICEF, Hyderabad for the telecast fee of the teleserial “ Idey Mana Jeevitha Lakshyam ” 131<sup>st</sup> to 260<sup>th</sup> episode in Doordarshan Saptagiri from NRHM Information, Education and Communication (IEC) component of RCH pool.

3. The Mission Director, NRHM shall take necessary action to release the required funds to Doordarshan Kendra in consultation with UNICEF and disseminate information on the teleserial and coordinate pre-publicity campaign in all Districts in collaboration with UNICEF.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

Dr .P .V. RAMESH  
PRINCIPAL SECRETARY TO GOVERNMENT

To  
The Mission Director, National Rural Health Mission, Hyderabad

::2::

Copy to

1. The Commissioner of Health & Family Welfare,
2. The Director of Public Health & Family Welfare
3. Representative of UNICEF to Andhra Pradesh and Karnataka, Hyderabad
4. Program Communication Officer UNICEF, Hyderabad
5. All District Collectors } with a request to give wide publicity
6. All District Medical & Health Officers } the district
7. OSD to Minister( M &H)
8. PS to Prl Secretary (M&H)

// FORWARDED :: BY ORDER //

SECTION OFFICER